

**ORDER****KSNV****Orders****Order / Rev:**

101884

**Alt Order #:**

06815345

**Product Desc:**

OCEGUERA 4 CONGRESS

**Estimate:**

1184

**Flight Dates:**

09/25/12 - 10/01/12

**Original Date / Rev:**

05/21/12 / 10/02/12

**Order Type:**

GENERAL

**Primary AE:**

Amy McCreary

**Sales Office:**

BLPHI

**Sales Region:**

National

**Agency****Name:**

GMMB, Inc./ Washington D.C.

**Buying Contact:****Billing Contact:**

Washington Harbor

Washington, DC 20007

**Billing Type:**

Cash

**Billing Calendar:**

Broadcast

**Billing Cycle:**

EOM/EOC

**Agency Commission:**

15%

**Advertiser****Name:**

Oceguera for Congress

*Revised***Demographic:**

A35+

**Product Codes:**

PLC02

**Priority:**

SELECT PRIORITY CODE

**Revenue Codes:**

POLITICAL/AGY, PCAN, GEN

**New Business Thru:****Order Separation:**

00:05:00

**Advertiser External ID:****Agency External ID:****Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	26	\$20,345.00	\$17,293.25
10/01/12	10/01/12	7	\$8,425.00	\$7,161.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	26	\$20,345.00	\$17,293.25	0.00
October 2012	7	\$8,425.00	\$7,161.25	0.00
<b>Totals</b>	<b>33</b>	<b>\$28,770.00</b>	<b>\$24,454.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	20%	\$28,770.00
Market	100%	\$143,850.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,401.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,208.50
KTUD	1%	\$1,438.50
KVVU	22%	\$31,647.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,385.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	M	5-6a	MTWTF--	:30	2	\$325.001		0.00	NM	2	\$625.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 101884  
 Alt Order #: 06815345  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Ocegura for Congress  
 Product Desc: OCEGUERA 4 CONGRESS  
 Estimate: 1184

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		M-F 5-6a WakeUp w/Wagner5-6a			MTWThF----	:30	\$300.00	0.00	NM				
2	KSNV	09/25/12-10/01/12		M-F 5-6a WakeUp w/Wagner5-6a			MTWThF----	:30	<del>(\$325.00)</del>	0.00	NM				
See MG 1.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F 5-6a WakeUp w/Wagner5-6a			-TwThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 1.2 09/27															
[Revised Rate to Reinstate]															
E 2	KSNV	09/25/12	10/01/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	3	\$650.00	1	0.00	NM	3	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$650.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/25/12-10/01/12		M-F 6-7a WakeUp w/Wagner6-7a			MTWThF----	:30	\$700.00	0.00	NM				
E 3	KSNV	09/25/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	3	\$850.00	1	0.00	NM	3	\$2,300.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		Today Show	658a-9am		MTWThF----	:30	\$600.00	0.00	NM				
E 4	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$225.00	3	0.00	NM	1	\$225.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$225.00		0.00						
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MTWTF--	:30	1	\$350.00	1	0.00	NM	0	\$0.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$350.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/25/12-10/01/12		M-F Today Show II 3rd Hr	9-10a		MTWThF----	:30	<del>(\$350.00)</del>	0.00	NM				
See MG 7.3															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12		M-F Today Show II 3rd Hr	9-10a		-TwThF----	:30	<del>(\$350.00)</del>	0.00	NM				
Ⓜ Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						

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 Estimate: 1184  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12	M-F Today Show III 4th Hr		10am-11am		MTWThF----	:30	<del>(\$325.00)</del>	0.00	NM				
See MG 8.3,8.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-10/01/12	M-F Today Show III 4th Hr		10am-11am		MTWThF----	:30	<del>(\$325.00)</del>	0.00	NM				
See MG 8.3,8.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	09/25/12-09/28/12	M-F Today Show III 4th Hr		10am-11am		-TWThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 8.2,8.1 [Revised Rate to Reinstate]															
4	KSNV	09/25/12-09/28/12	M-F Today Show III 4th Hr		10am-11am		-TWThF----	:30	\$325.00	0.00	NM				
Ⓜ MG for 8.2,8.1 [Revised Rate to Reinstate]															
E 10	KSNV	09/30/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.00	3	0.00	NM	0	\$0.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$175.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/24/12-09/30/12	News 3 Today Wknd		9a-930am		-----Su	:30	<del>(\$175.00)</del>	0.00	NM				
Unresolved [PGM CHG = GOLF]															
E 11	KSNV	09/25/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	3		\$450.00		0.00						
E 12	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$600.00		0.00						
E 13	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,425.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12	NEWS 3 at 4 (1 HOUR)		4-5pm		(4:30 PM-5:00 PM)MTWThF----	:30	\$725.00	0.00	NM				
E 14	KSNV	09/25/12	10/01/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$3,900.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	09/25/12-10/01/12	M-F Early News		5-630p		MTWThF----	:30	\$900.00	0.00	NM				
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$1,000.00		0.00						

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		M-F Jeopardy	630-7pm		MTWThF----	:30	<del>(\$1,000.00)</del>	0.00	NM				
See MG 15.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-09/28/12		M-F Jeopardy	630-7pm		-TWThF----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 15.1 09/28															
[Revised Rate to Reinstate]															
E 19	KSNV	09/25/12	09/25/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/24/12-09/30/12		Tues PR 10-11p	10-11pm		-T-----	:30	<del>(\$3,200.00)</del>	0.00	NM				
See MG 19.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-09/25/12		Tues PR 10-11p	10-11pm		-T-----	:30	\$3,200.00	0.00	NM				
Ⓜ MG for 19.1 09/25															
[Revised Rate to Reinstate]															
E 20	KSNV	09/28/12	09/28/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/24/12-09/30/12		Fri PR 9-10p	9-10pm		----F--	:30	<del>(\$2,600.00)</del>	0.00	NM				
See MG 20.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/28/12-09/28/12		Fri PR 9-10p	9-10pm		----F--	:30	\$2,600.00	0.00	NM				
Ⓜ MG for 20.1 09/28															
[Revised Rate to Reinstate]															
E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,300.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$1,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		M-F News 3 at Eleven	11pm-1135pm		MTWThF----	:30	\$1,200.00	0.00	NM				
E 22	KSNV	09/25/12	10/01/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	1		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/25/12-10/01/12		The Tonight Show	1135p-1237a		MTWThF----	:30	<del>(\$425.00)</del>	0.00	NM				
See MG 22.2															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/25/12-09/28/12		The Tonight Show	1135p-1237a		-TWThF----	:30	\$425.00	0.00	NM				
Ⓜ MG for 22.1 09/25															
[Revised Rate to Reinstate]															
N 23	KSNV	09/25/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	-TWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$1,000.00		0.00						
N 24	KSNV	09/29/12	09/29/12	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00

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 Estimate: 1184

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 24	KSNV	09/29/12	09/29/12	Wknd Wheel of Fortune CM		7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				SAT/ Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$500.00			0.00			
N 25	KSNV	10/01/12	10/01/12	Mon PR 8-10p CM		8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$4,000.00			0.00			
N 26	KSNV	09/25/12	09/28/12	Last Call w/Carson Daly CM		136-205am	-TWTF--	:30	1	\$40.00	3	0.00	NM	1	\$40.00
				Last Call w/Carson Daly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		1			\$40.00			0.00			
N 27	KSNV	09/29/12	09/29/12	Open House NYC CM		130-330am	-----S-	:30	1	\$30.00	3	0.00	NM	1	\$30.00
				Open House NYC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1			\$30.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	09/24/12-09/30/12	Open House NYC		130-330am	-----Sa--	:30		\$30.00		0.00	NM		
													Totals	33	\$28,770.00